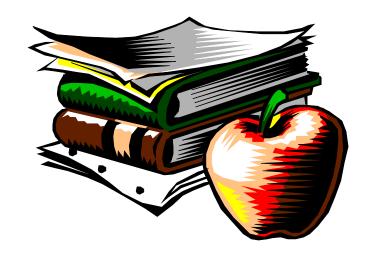
1999 - 2000 TOBACCO CONTROL



PROGRAM SURVEY

This Survey is Administered By:

THE GALLUP ORGANIZATION

INSTRUCTIONS

All the information you give us in this survey is confidential. This means that it will be kept secret and private. Please do <u>not</u> write your name on the survey. This is not a test. This is your chance to tell us what you think. Please feel free to ask us any questions.

Read each question carefully.

Mark the box next to your answer like this:



OR



If you have any questions, raise your hand.

DEFINITIONS

<u>Cigarettes</u> are tobacco wrapped in paper and smoked.

<u>Cigars</u> are tobacco wrapped in tobacco leaves. Often they are larger than cigarettes.

Snuff is a powdered substance that comes in cans like Skoal or Copenhagen.

<u>Chewing tobacco</u> is shredded tobacco leaves found in pouches like Beechnut or Redman.

<u>Tobacco use</u> refers to the use of any type of tobacco such as cigarettes, snuff, or chewing tobacco.

A **non-smoker** is someone who does not smoke cigarettes.

If people get <u>addicted</u> to a drug, they get hooked on it. They feel bad (physically and mentally) unless they use the drug every day.

Second-hand smoke is smoke from someone else's cigarette that is in the air that you breathe.

<u>Advertisements</u> are commercials used to sell products. They may appear in newspapers and magazines, or on TV, radio, and billboards (outdoor signs).

SECTION A: BACKGROUND

A1.	What	is your grade?			
		4 th grade			8 th grade
		5 th grade			9 th grade
		6 th grade			10 th grade
		7 th grade			11 th grade
					12 th grade
A2.	How	old are you?			
		8 years			14 years
		9 years			15 years
		10 years			16 years
		11 years			17 years
		12 years			18 years
		13 years			19 years or older
A3.	Are yo	ou a?			
		Boy		Girl	
A4.	Did yo	ou go to <u>this</u> scho	ool <u>las</u>	t year?	
		Yes		No	

A5.		vould you describe yourself? (Youestion.)	ou may	mark more than one answer to
		Latino, Hispanic, Mexican American, or Chicano		Filipino
		Black or African American		Japanese
		White		Korean
		Chinese		Pacific Islander (Guam, Tonga, or Samoa)
		Cambodian		Laotian
		Vietnamese		
		American Indian (Native American Alaska Native	can Indi	an)
		Other (describe)		
A6.	In gen	eral, what language do you read a	nd spea	k?
		Only English		
		Mostly English		
		1/2 English and 1/2 another lang	guage	
		Mostly another language		
		Only another language		
A7.	What 1	language do you usually speak at l	home?	
		Only English		
		Mostly English		
		1/2 English and 1/2 another lang	guage	
		Mostly another language		
		Only another language		
A8.	In whi	ch language do you usually <u>think</u> :	?	
		4		

		Only English
		Mostly English
		1/2 English and 1/2 another language
		Mostly another language
		Only another language
A9.	What	language do you usually speak with your friends?
		Only English
		Mostly English
		1/2 English and 1/2 another language
		Mostly another language
		Only another language
		SECTION B: CIGARETTE USE
		SECTION B: CIGARETTE USE
B1.	Have	SECTION B: CIGARETTE USE you ever tried cigarette smoking, even a few puffs?
B1.	Have	
B1.	Have	you ever tried cigarette smoking, even a few puffs?
B1.		you ever tried cigarette smoking, even a few puffs? Yes
		you ever tried cigarette smoking, even a few puffs? Yes No
		you ever tried cigarette smoking, even a few puffs? Yes No you ever smoked a whole cigarette?
		you ever tried cigarette smoking, even a few puffs? Yes No you ever smoked a whole cigarette? Yes
	Have	you ever tried cigarette smoking, even a few puffs? Yes No you ever smoked a whole cigarette? Yes
B2.	Have	you ever tried cigarette smoking, even a few puffs? Yes No you ever smoked a whole cigarette? Yes No

B4.	Think about the last <u>30 days</u> . On how many of these days did you smoke cigarettes?					
		0 days		10 to 1	19 days	
		1 or 2 days		20 to 2	29 days	
		3 to 5 days		All 30	days	
		6 to 9 days				
B5.		about the last 30 days. On the ge number of cigarettes you smo	-	-	did smoke, what was the	e
		I did not smoke cigarettes dur	ing the	past 30) days	
		Less than 1 cigarette per day				
		1 cigarette per day				
		2 to 5 cigarettes per day				
		6 to 10 cigarettes per day				
		11 to 20 cigarettes per day				
		More than 20 cigarettes per				
B6.	•	r whole life, how many times h than one day?	ave yo	u tried t	to <u>quit</u> smoking cigaretto	es for
		I don't smoke cigarettes			I tried to quit 2 or 3 tim	nes
		I have smoked, but never tried	d to qu	it 🗌	I tried to quit 4 or more	e times
		I tried to quit one time				
B7.		g the <u>last year</u> (12 months), have than one day?	e you t	ried to <u>c</u>	quit smoking cigarettes	for
		I don't smoke cigarettes				
		Yes				
			c			

B8.	Would	l you like to <u>quit</u> smoking ciga	rettes n	ow?
		I don't smoke cigarettes		
		Yes		
		No		
B9.	Are yo	ou seriously thinking of quitting	g smok	ing?
		I don't smoke cigarettes		
		Yes, I'm thinking of quitting	within	the next 30 days
		Yes, I'm thinking of quitting	within	the next 6 months
		No, I'm not thinking of quitti	ng	
C1.	Have	you ever tried chewing tobacconut, Skoal, Skoal Bandits, or C Yes No	or <u>snu</u>	ff, such as Redman, Levi Garrett,
C2.		about the last 30 days. On how or snuff?	w many	of those days did you use chewing
		0 days		10 to 19 days
		1 or 2 days		20 to 29 days
		3 to 5 days		All 30 days

3.	In your whole life, how many times have you tried to <u>quit</u> using chewing tobacco or snuff for longer than one day?			
		I don't use chewing tobacco or snuff		I have tried to quit one time
		I have used chewing tobacco or snuff, but never tried to quit		I have tried to quit 2 or 3 times I have tried to quit 4 or more times
4.	How 1	many <u>cigars</u> have you smoked i	n your	whole life?
		None		2 to 4 cigars
		Only a few puffs		5 to 20 cigars
		Part or all of one cigar		More than 20 cigars
5.	Think	about the last 30 days. On how	w many	y of these days did you smoke a cigar?
		0 days		10 to 19 days
		1 or 2 days		20 to 29 days
		3 to 5 days		All 30 days
		6 to 9 days		
			266	
	SE	ECTION D: TOBAC	CCO	AVAILABILITY
1.	Do yo	•	d for yo	ou to get <u>cigarettes</u> if you wanted
		Very easy		Sort of hard
		Sort of easy		Very hard

D2.	-	u think it would be easy or hard e, or a stranger, if you wanted s	•	ou to get <u>cigarettes</u> from a friend,
		Very easy		Sort of hard
		Sort of easy		Very hard
D3.	•	u think it would be easy or hard ould sell you <u>cigarettes</u> , if you	•	ou to find a store in your community some?
		Very easy		Sort of hard
		Sort of easy		Very hard
D4.	Have y	you ever bought a <u>pack</u> of cigar	ettes?	
		No		Yes, only for someone else
		Yes, only for myself		Yes, both for me and someone else
D5.	Have y	you ever bought a <u>single</u> cigare	tte sold	I loose out of the pack, one at a time?
		Yes		No
D6.		st time you smoked, how did yor only.)	ou get	the cigarettes? (Be sure to mark one
		I never smoked cigarettes		A family member gave them to me
		I bought them myself		Other people (besides my family or
		A friend <u>bought</u> them for me (with my money)		or friends) bought them for me (with my money)
		A friend gave them to me		Other people (besides my family or friends) gave them to me
		A family member <u>bought</u> them for me		I took them from a store without permission

		(with my money)		I took them from a <u>person</u> without permission Other (describe)
D7.		st time you bought cigarettes, vaswer only.)	where o	did you buy them? (Be sure to mark
		I never bought cigarettes		
		A large store such as a superr	narket	(like Safeway or Ralphs)
		A small market or neighborho	ood gro	ocery store
		A convenience store (like 7-1	1)	
		A gas station mini-mart (like	AM/Pl	M)
		A liquor store		
		A drug store (like Sav-On or	Thrifty)
		A vending machine		
		On the Internet		
		Other (describe)		
D8.	•	g the last 30 days, have you been when you bought or tried to be		d to show proof of your age (such as rettes?
		I did not buy or try to buy cig	arettes	in a store during the last 30 days
		Yes, I was asked to show pro-	of of m	ay age
		No, I was <u>not</u> asked to show I	proof o	f my age
D9.	During	g the last 30 days, has anyone r	efused	to sell you cigarettes?
		I did not try to buy cigarettes	during	the last 30 days
		Yes, someone refused to sell	me cig	arettes
	П	No, no one refused to sell me	cigare	ttes

D10.	chewi	-	•	community that sell cigarettes or s do you think would sell cigarettes or
		0 stores		6 stores
		1 store		7 stores
		2 stores		8 stores
		3 stores		9 stores
		4 stores		10 stores
		5 stores		
D11.		u think it would be easy or hanted some?	nard for yo	ou to get <u>chewing tobacco</u> or <u>snuff</u> if
		Very easy		Sort of hard
		Sort of easy		Very hard
		st time you used chewing to one answer only.)	bacco or s	snuff, how did you get it? (Be sure to
		I never used chewing tobacco or snuff		A family member gave it to me
		I bought it myself		Other people (besides my family or or friends) bought it for me
		A friend <u>bought</u> it for me (with my money)		Other people (besides my family or friends) gave it to me (with my money)
		A friend gave it to me A family member bought it for me		I took it from a <u>store</u> without permission
		(with my money)		I took it from a <u>person</u> without permission
				Other (describe)

		ast time you bought chewing tobacco or snuff, where did you buy it? ure to mark one answer only.)
		I never bought chewing tobacco or snuff
		A large store such as a supermarket (like Safeway or Ralphs)
		A small market or neighborhood grocery store
		A convenience store (like 7-11)
		A gas station mini-mart (like AM/PM)
		A liquor store
		A drug store (like Sav-On or Thrifty)
		A vending machine
		On the Internet
		Other (describe)
D14.	Do yo	vu think it would be easy or hard for you to get <u>cigars</u> if you wanted some? Very easy Sort of hard Very hard
	Have	you ever visited the World Wide Web on the Internet?
		Yes
		No
		I don't know
	Durin	g the <u>last year</u> (12 months), have you tried to buy cigarettes on the Internet?
		Yes
		No
		12

SECTION E: EXPOSURE TO SMOKE

E1.	Think about the last <u>7 days</u> . On how many of those days were you in the same room with someone who was smoking cigarettes?			
		0 days		4 days
		1 day		5 days
		2 days		6 days
		3 days		7 days
E2.	_	•		many of those days were you in the some, who was smoking cigarettes?
		0 days		4 days
		1 day		5 days
		2 days		6 days
		3 days		7 days
E3.	_	, think about the last <u>7 days</u> . One who was smoking cigarette		many days did you ride in a car with
		0 days		4 days
		1 day		5 days
		2 days		6 days
		3 days		7 days

SECTION F: ISSUES

		v 1	_	ut issues in your <u>communit</u> y. Your e, your neighborhood, town or city.)	
F1.	In your community, how serious of a problem is it that young people can get tobacco products?				
		Very serious		Sort of serious	
		Serious		Not at all serious	
F2.	•	er community, how serious of a people's smoke?	proble	m is it that non-smokers breathe in	
		Very serious		Sort of serious	
		Serious		Not at all serious	
F3.	In your community, how serious of a problem is it that tobacco products are advertised in many areas of your community?				
		Very serious		Sort of serious	
		Serious		Not at all serious	
G1.	SECTION G: OPINIONS ABOUT TOBACCO Do you think that people can get addicted to tobacco just like they can get addicted to a drug like heroin?				
		Yes, definitely		Probably not	
		Yes, maybe		No	
G2.	•	u think that breathing in smoke e) can cause lung cancer in a no		someone else's cigarette (second-hand ker?	
		Yes, definitely		Probably not	
		Yes, maybe		No	

G3.

INSTRUCTIONS:

	Do yo smoki	_	ertisements r	nake young people want to start
		Yes, definitely		Probably not
		Yes, maybe		No
		SECTION	H: AT	TITUDES
I 1.	Do yo	ou think tobacco companie	es <u>try</u> to get p	people addicted to cigarettes?
		Yes, definitely		Probably not
		Yes, maybe		No
I2.		acco companies knew for l stop selling cigarettes?	sure that sm	oking hurts people, do you think they
		Yes, definitely		Probably not
		Yes, maybe		No
[3.	_	ou think local communities selling cigarettes to youth		ongly enforce laws that prevent people 8?
		Yes, definitely		Probably not
		Yes, maybe		No
[4.	-	ou think that youth under 1 g cigarettes?	8 should be	made to pay fines if they are caught
		Yes, definitely		Probably not
		Yes, maybe		No
I 5.	Do yo	ou think schools should <u>ex</u>	<u>pel</u> youth wl	ho are caught smoking cigarettes?
	Ш		15	

	Yes, definitely		Probably not
	Yes, maybe		No
Н6.	Do you think youth should that has a tobacco company	·	o wear clothing or carry gear at school on it?
	Yes, definitely		Probably not
	Yes, maybe		No
H7.	youth will see it (for examin magazines read by youth	ple, at sports or c	d <u>not</u> be allowed in places where ommunity events, on billboards, and
	Yes, definitely		Probably not
	Yes, maybe		No
	SECTION I: CON	NSEQUEN	CES OF SMOKING
Below	are sentences about the res	ults of smoking.	What do you think about each one?
I1.	Smoking cigarettes makes	teeth yellow.	
	Yes, definitely		Probably not
	Yes, maybe		No
I2.	Smoking cigarettes is one	way to lose friend	ls who are nonsmokers.
	Yes, definitely		Probably not
	Yes, maybe		No
I3.	Smoking cigarettes makes	people smell bad	

		Yes, definitely		Probably not
		Yes, maybe		No
I4.	Smok	ers have shorter lives than nor	nsmoker	·s.
		Yes, definitely		Probably not
		Yes, maybe		No
I5.	Smok	ers have less energy than nons	smokers	
		Yes, definitely		Probably not
		Yes, maybe		No
I6.	Young	g people who smoke cigarette	s are mo	ore grown-up.
		Yes, definitely		Probably not
		Yes, maybe		No
I7.	Young	g people who smoke cigarette	s have n	nore friends.
		Yes, definitely		Probably not
		Yes, maybe		No
I8.	Smok	ing cigarettes makes young pe	ople mo	ore relaxed.
		Yes, definitely		Probably not
		Yes, maybe		No
I9.	Smok	ing cigars is just as harmful as	s smokir	ng cigarettes.
		Yes, definitely		Probably not
		Yes, maybe		No

I10.

	Smoking cigarettes makes young people look cool.			
		Yes, definitely		Probably not
		Yes, maybe		No
I11.		co companies try to get young isements that are attractive to		
		Yes, definitely		Probably not
		Yes, maybe		No
I12.	Smok	ing cigarettes is a good way to	keep yo	our weight down.
		Yes, definitely		Probably not
		Yes, maybe		No
I13.	Smok	ing cigarettes makes asthma v	vorse.	
		True		
		False		
		I don't know/I'm not sure		
I14.	Teena	gers are too young to get addi	cted to o	rigarettes.
		True		
		False		
		I don't know/I'm not sure		

I15. A pregnant woman can harm her unborn baby if she smokes cigarettes.

		True
		False
		I don't know/I'm not sure
I16.	Breath	ning in smoke from someone else's cigar can cause lung cancer.
		True
		False
		I don't know/I'm not sure
I17.	Most	young people do not smoke cigarettes.
		True
		False
		I don't know/I'm not sure
I18.	Nicoti	ine is the <u>only</u> harmful substance in tobacco.
		True
		False
		I don't know/I'm not sure
I19.	Some	forms of tobacco do <u>not</u> contain nicotine.
		True
		False
		I don't know/I'm not sure

SECTION J: SOCIAL INFLUENCES

J1.	How would your best friends act toward you if you smoked cigarettes?					
		Very friendly		<u>Un</u> friendly		
		Friendly		Very <u>un</u> friendly		
The no	INSTRUCTIONS: The next set of questions ask you to think about 100 students your age. Imagine that 3 classrooms of students were all together in the same place (like the school auditorium). That would be about 100 students.					
J2.		f every 100 <u>students</u> your age, l th or more?	how ma	any do you think smoke cigarettes once		
		None of them		About 60		
		About 10		About 70		
		About 20		About 80		
		About 30		About 90		
		About 40		About 100		
		About 50				
J3.	Do mo	ost people your age think it's C	K to <u>sr</u>	noke cigarettes once in a while?		
		Yes, definitely		Probably not		
		Yes, maybe		No		

J4.	f every 100 <u>students</u> your age, I <u>ff</u> once a month or more?	how ma	any do you think use chewing tobacco
	None of them		About 60
	About 10		About 70
	About 20		About 80
	About 30		About 90
	About 40		About 100
	About 50		
J5.	f every 100 students your age, In or more?	how ma	any do you think smoke <u>cigars</u> once a
	None of them		About 60
	About 10		About 70
	About 20		About 80
	About 30		About 90
	About 40		About 100
	About 50		

Out of every 100 <u>adults</u> in your community, how many do you think <u>smoke</u> <u>cigarettes</u> every day or almost every day?

		None of them		About 60
		About 10		About 70
		About 20		About 80
		About 30		About 90
		About 40		About 100
		About 50		
	SEC'	ΓΙΟΝ Κ: FRIEND	S A	ND TOBACCO USE
K1.	How 1	many of your best friends smok	e cigar	ettes?
		None		Some
		A few		A lot
K2.	Durin cigare	-	/ many	times have you been offered a
		None		3 or 4 times
		1 time		5 or more times
		2 times		

		<u>nene</u> , v	who offered it? (Be sure to mark one
	I have never been offered a cigarette		A young person <u>I do not know well</u>
	A brother or sister		An adult <u>I do not know well</u> An adult <u>I know well</u>
	One of my friends		Other (specify)
If one	of your best friends were to of	fer you	a <u>cigarette</u> , would you smoke it?
	Definitely yes		Probably not
	Probably yes		Definitely not
•	· — ·	months	s), do you think you will smoke a
	Definitely yes		Probably not
	Probably yes		Definitely not
•		months	s), do you think you will use <u>chewing</u>
	Definitely yes		Probably not
	Probably yes		Definitely not
At any cigar?	time during the <u>next year</u> (12	months	s), do you think you will smoke a
	Definitely yes		Probably not
	Probably yes		Definitely not
		cigarette A brother or sister A cousin One of my friends If one of your best friends were to of Definitely yes Probably yes At any time during the next year (12 cigarette? Definitely yes Probably yes At any time during the next year (12 tobacco or snuff? Definitely yes Probably yes At any time during the next year (12 tobacco or snuff? Definitely yes At any time during the next year (12 cigar? Definitely yes Definitely yes	I have never been offered a cigarette A brother or sister A cousin One of my friends If one of your best friends were to offer your befinitely yes Probably yes At any time during the next year (12 months cigarette? Definitely yes Probably yes At any time during the next year (12 months tobacco or snuff? Definitely yes Probably yes At any time during the next year (12 months tobacco or snuff? Definitely yes Probably yes At any time during the next year (12 months tobacco or snuff? Definitely yes Definitely yes Definitely yes Definitely yes

K8.	If one	of your best friends we	re to offer you	u a <u>cigar</u> , would you smoke it?	
		Definitely yes		Probably not	
		Probably yes		Definitely not	
		SECTION L:	SCHOO	DL PROGRAMS	
	RUCTION Section		ectivities that h	happened during the <u>last year</u> (12	
month	s). Wh		ese questions,	t, think about last school year and	
L1.	Durin use?	g the last year (12 mont)	hs), did you ha	ave any school lessons about tobacco	
		Yes			
		No			
		I don't know/I'm not s	sure		
L2.		-		st speaker (for example, a nurse or ur class about tobacco use?	
		Yes			
		No			
		I don't know/I'm not s	sure		

L3. During the last year (12 months), did you go to a school <u>assembly</u> or <u>event</u> about tobacco use?

		Yes
		No
		I don't know/I'm not sure
L4.		g the last year (12 months), did your school celebrate a special day called American Smoke-out" or "Smoke Scream"?
		Yes
		No
		I don't know/I'm not sure
L5.	_	g the last year (12 months), did you <u>practice</u> different ways to say "no" to offers during any class at school (for example, in role plays)?
		Yes
		No
		I don't know/I'm not sure
L6.		g the last year (12 months), did your school have a <u>contest</u> about tobacco use ample, a poster or essay contest)?
		Yes
		No
		I don't know/I'm not sure
L7.	During	g the last year (12 months), did you discuss <u>cigars</u> during any of your s?
		Yes
		25

I don't know/I'm not sure

L8.	g the last year (12 months), did you discuss the <u>reasons why people your age</u> during any of your classes?
	Yes
	No
	I don't know/I'm not sure
L9.	g the last year (12 months), did you discuss how many people your age during any of your classes?
	Yes
	No
	I don't know/I'm not sure
L10.	g the last year (12 months), did you discuss the <u>effects of cigarette smoking</u> <u>ur body</u> during any of your classes? Yes
	No
	I don't know/I'm not sure
L11.	g the last year (12 months), did you discuss the <u>effects of second-hand</u> during any of your classes?
	Yes
	No
	I don't know/I'm not sure

L12.		g the last year (12 months), was the information you received in school <u>l</u> in making decisions about tobacco use?
		Yes, very helpful
		Yes, sort of helpful
		No, not very helpful at all
		No, not helpful at all
		During the last year, I have not received any information in school about tobacco
L13.		your school have peer educators or peer helpers (other high school students re trained to help students with tobacco problems)?
		Yes
		No
		I don't know/I'm not sure
L14.		g the last year (12 months), did a peer educator or peer helper come to one or classes to talk about tobacco use?
		Yes
		No
		I don't know/I'm not sure
L15.	-	your school have any special groups or classes for students who want to quit tobacco?
		Yes
		No
	П	I don't know/I'm not sure

16.

		g the last year, did you do any of the following to quit using tobacco? k all that apply.)
		I do not use tobacco
		Go to a special group or class <u>at your school</u> for students who want to quit using tobacco
		Talk to an adult at your school about how to quit using tobacco
		Talk to a peer helper at your school about how to quit using tobacco
		Go to a special group or class <u>outside of school</u> for people who want to quit using tobacco
		None of these
L17.		here teachers or other adults at your school that you could talk to if you had a co use problem?
		Yes
		No
		I don't know/I'm not sure
L18.		here <u>support groups</u> at your school that you could go to for help if you had a co use problem?
		Yes
		No
		I don't know/I'm not sure
L19.	What	grades did you get in school last year?
		Mostly A's C's and D's
		28—

A's and B's		Mostly D's
Mostly B's		D's and F's
B's and C's		Mostly F's
Mostly C's		
SECTIO	N M: MA	SS MEDIA
ONS:		
• -		
•		•
-	often do you see	people smoking? (Be sure to mark
A lot		Never
Sometimes		I never watch TV
Hardly ever		I don't know/I'm not sure
oards) how often do yo	ou see or hear con	edia (on radio, television, or mmercials about the <u>dangers</u> of mark <u>one</u> answer only.)
oards) how often do yo	ou see or hear con	mmercials about the dangers of
pards) how often do yo ing or chewing tobacc	ou see or hear con	mmercials about the <u>dangers</u> of mark <u>one</u> answer only.)
eards) how often do your ing or chewing tobacc A lot	ou see or hear con	mmercials about the <u>dangers</u> of mark <u>one</u> answer only.) Never
ards) how often do youing or chewing tobacc A lot Sometimes Hardly ever	ou see or hear conto? (Be sure to number of the sure to number o	mmercials about the <u>dangers</u> of mark <u>one</u> answer only.) Never I don't know/I'm not sure seen a <u>television</u> commercial in which the their hands, swear an OATH before
	Mostly B's B's and C's Mostly C's SECTIO ONS: of questions ask you as estions ask you to marnan one answer. Pleasen you watch TV, how onswer only.) A lot Sometimes	Mostly B's B's and C's Mostly C's SECTION M: MA ONS: of questions ask you about commercial estions ask you to mark one answer on an one answer. Please be sure to folk n you watch TV, how often do you see answer only.) A lot Sometimes

I don't know/I'm not sure

M4.	What is the <u>one most important</u> message the OATH commercial (in Question M3) wanted you to learn? (Be sure to mark <u>one</u> answer only.)						
	I did not see this commercial						
	The tobacco industry lies about how hard it is to quit smoking						
	The tobacco industry does not believe that second-hand smoke is harmful to people standing near a smoker						
		I saw the commercial, but I'm not sure what it was about					
M5.	Did you talk to anyone about the OATH commercial (in Question M3)? (Mark all that apply.)						
		I did not see this commercial					
		I talked to my close friends about it					
		I talked to other young people about it					
		I talked to adults about it					
		I saw it, but I did not talk to anyone about it					
M6.		esult of seeing the OATH commercial (in Question M3), did you do any of lowing? (Mark <u>all</u> that apply.)					
		I did not see this commercial					
		30					

		I thought about not smoking			
		I thought about asking others to not smoke			
		I saw the commercial, but I did not do either of these things			
M7.	During the past year (12 months), have you seen a <u>television</u> commercial in which a young child is using alphabet BLOCKS to spell out the names of health problems? (Be sure to mark <u>one</u> answer only.)				
		Yes			
		No			
		I don't know/I'm not sure			

M8.	What is the <u>one most important</u> message that the BLOCKS commercial (in Question M7) wanted you to learn? (Be sure to mark <u>one</u> answer only.)						
	I did not see this commercial						
		There is a new reading program that teaches young children about health problems like asthma					
		When children are around cigarette smoke, it can cause them to have health problems					
		I saw the commercial, but I'm not sure what it was about					
M9.	How often have you seen the BLOCKS commercial (in Question M7)? (Be sure to mark one answer only.)						
		A lot Never					
		Sometimes I don't know/I'm not sure					
		Hardly ever					
M10.	Did you talk to anyone about the BLOCKS commercial (in Question M7)? (Mark <u>all</u> that apply.)						
		I did not see this commercial					
		I talked to my close friends about it					
		I talked to other young people about it					
		I talked to adults about it					
		I saw it, but I did not talk to anyone about it					

During the past year (12 months), have you see a <u>television</u> commercial a woman named DEBBIE is smoking through a hole in her throat?			
	Yes		
	No		
	I don't know/I'm not sure		
	is the <u>one most important</u> message the DEBBIE commercial (in Question wanted you to learn? (Be sure to mark <u>one</u> answer only.)		
	I did not see this commercial		
	Its very hard to quit smoking, even though the tobacco industry says it isn't hard		
	People who have operations on their throats should be allowed to smoke if they want to		
	I saw the commercial, but I'm not sure what it was about		
•	ou talk to anyone about the DEBBIE commercial (in Question M11)? k all that apply.)		
	I did not see this commercial		
	I talked to my close friends about it		
	I talked to other young people about it		
	I talked to adults about it		
	I saw it, but I did not talk to anyone about it		
	a won		

M14. As a result of seeing the DEBBIE commercial (in Question M11), did you do any of the following? (Mark <u>all</u> that apply.)

		I did not see this commercial		
		I thought about not smoking		
		I thought about asking others	to not	smoke
		I saw the commercial, but I d	lid not o	do either of these things
M15.				munity events, how often do you see e sure to mark one answer only.)
		I never go to sports events, fa	airs, or	community events
		A lot		
		Sometimes		
		Hardly ever		
		Never		
		I don't know/I'm not sure		
M16.	mart (chewi ashtra	like AM/PM), how often do yong tobacco, or items like sport	ou see a s gear, t	te store (like 7-11), or gas station mini- deductisements for cigarettes or t-shirts, hats, sunglasses, lighters, or or pictures on them? (Be sure to
		A lot		Never
		Sometimes		I never go to a small market,
		Hardly ever		convenience store, or gas station mini-mart
				I don't know/I'm not sure
M17.	t-shirt		sunglass	vearing <u>clothing</u> or carrying <u>gear</u> , like ses, that have tobacco company name wer only.)
		A lot		Never
			34	

		Sometimes		I don't know/I'm not sure		
		A little				
M18.	Some tobacco companies make items like sports gear, t-shirts, lighters, hats, jackets, and sunglasses that people can buy or receive for free. How many items do you own that have a tobacco company name or picture on it? (Be sure to mark one answer only.)					
		None		4 or more items		
		1 item		I don't know/I'm not sure		
		2 or 3 items				
M19.		lid you get the <u>most recent</u> tobac are to mark <u>one</u> answer only.)	cco co	mpany item that you have?		
		I don't have one				
		Handout at a fair, festival, or e	vent			
		Gift from a friend or relative				
		Received as a prize in a game				
		From sending in coupons or parts of a tobacco package				
		From the Internet				
		Found it				
		As part of a cigarette package				
		Other (describe)				
M20.	Have :	you ever received any of the foll	lowing	g in the mail? (Mark <u>all</u> that apply.)		
		Free single cigarette or pack of	f cigar	rettes		
		A survey from a tobacco comp	oany			
		A coupon from a tobacco com	pany			
		3:	5			

		A gift from a tobacco company				
		A product catalog from a tobacco company				
		None of these				
M21.	Do you think you would ever use or wear something that has a tobacco company name or picture on it such as a lighter, t-shirt, hat, or sunglasses? (Be sure to mark one answer only.)					
		Yes, definitely		Probably not		
		Yes, maybe		No		
M22.	During the past year (12 months), have you see a <u>television</u> commercial in which a BOY, talking sadly, remembers things about his father who died from cancer?					
		Yes				
		No				
		I don't know/I'm not sure				
M23.	What is the <u>one most important</u> message that the BOY commercial (in Question M22) wanted you to learn? (Be sure to mark <u>one</u> answer only.)					
		I did not see this commercial				
		The father died because he wa	ıs arou	nd too many smokers at work		
		The tobacco industry hurts mo	ore tha	n just smokers. It also hurts their families.		
		I saw the commercial but I'm	not su	re what it was about		

M24.	-	d you talk to anyone about the BOY commercial (in Question M22)? (Mark that apply.)				
		I did not see this commercial				
		I talked to my close friends ab	out it			
		I talked to other young people	about	it		
		I talked to adults about it				
		I saw it, but I did not talk to an	nyone	about it		
M25.		esult of seeing the BOY comme llowing? (Mark <u>all</u> that apply		in Question M22), did you do any of		
		I did not see this commercial				
		I thought about not smoking				
		I thought about asking others	to not	smoke		
		I saw the commercial, but I di	d not c	lo either of these things		
M26.		often have you seen the BOY co ire to mark <u>one</u> answer only.)		cial (in Question M22) on television?		
		A lot		Never		
		Sometimes		I don't know/I'm not sure		
		Hardly ever				
M27.			-	seen a <u>billboard</u> sign with a picture of the boy's dad was hurt by tobacco?		
		Yes				
		No				
		I don't know/I'm not sure				
M28.		is the <u>one most important</u> messawanted you to learn? (Re sure	_	e SAD BOY billboard (in Question		

		I did not see this billboard
		There is a 1-800 telephone number you can call to report illegal smoking in work places
		There is a 1-800 telephone number you can call to talk about being hurt by tobacco
		I saw the billboard, but I'm not sure what it was about
M29.	SAD E	esult of seeing the BOY television commercial (in Question M22) or the BOY billboard (in Question M27), did you call the 1-800-4AVOICE one number?
		I did not see this television commercial or billboard
		Yes, I called the 1-800-4AVOICE number
		No, I did not call the 1-800-4AVOICE number
		I don't know/I'm not sure
M30.	_	g the past year (12 months), have you seen a <u>billboard</u> sign in which a BOY in a red shirt leans against a fence and talks on a cell phone?
		Yes
		No
		I don't know/I'm not sure
M31.		s the one most important message the COWBOY billboard (in Question anted you to learn?
		I did not see this billboard 38

		There is a 1-800 telephone number you can call to report sales of tobacco to young people
		There is a 1-800 telephone number you can call to stop smoking
		I saw the billboard, but I'm not sure what it was about
M32.	•	ou talk to anyone about the COWBOY billboard (in Question M30)? k all that apply.)
		I did not see this billboard
		I talked to my close friends about it
		I talked to other young people about it
		I talked to adults about it
		I saw the billboard, but I did not talk to anyone about it
M33.		g the past year (12 months), have you seen a <u>television</u> commercial in which ness man is catching FISH off a dock and throwing them into a pile?
		Yes
		No
		I don't know/I'm not sure
M34.		is the <u>one most important</u> message the FISH commercial (in Question M33) d you to learn? (Be sure to mark <u>one</u> answer only.)
		I did not see this commercial
		Recreational activities like fishing reduce stress more than smoking does

		The tobacco industry wants y health	ou to s	moke and does not care about your
		I saw the commercial, but I'n	not sı	ure what it was about
M35.		you see <u>billboards</u> (outdoor signatures or chewing tobacco? (Be s)		ow often do you see advertisements <u>for</u> mark <u>one</u> answer only.)
		A lot		Never
		Sometimes		I never see billboards
		Hardly ever		I don't know/I'm not sure
M36.		g the past year (12 months), did al commercials, in a row, about	•	ee a <u>video</u> in school that showed ngers of cigarette smoking?
		Yes		
		No		
		I don't know/I'm not sure		
M37.		cypical <u>school day,</u> from the time nany hours do you usually wate	•	get up to the time you go to bed, about vision?
		Less than one hour a day		
		One to three hours a day		
		Four to six hours a day		
		Over six hours a day		
	SE	CCTION N: RULE	S A	BOUT SMOKING
N1.		re a rule at your school that no of building or on the school yard		allowed to smoke <u>cigarettes</u> in the
		Yes		
		No		

I don't know/I'm not sure

N2.	Have you seen any students break that rule?				
		Yes		I don't know/I'm not sure	
		No		My school does not have a no- smoking rule	
N3.	Ш		راد مسلم مس	shot mile?	
113.	HOW	many <u>students</u> who are smoke	ers break	that rule?	
		None		All of them	
		A few		My school does not have a no- smoking rule	
	Ш	Some		I don't know/I'm not sure	
		Most	Ш	Tuon t know/T in not sure	
N4.	Have	you seen any adults break tha	t rule?		
		Yes		I don't know/I'm not sure	
		No		My school does not have a no- smoking rule	
N5.		re a rule at your school that no in the school building or on th		allowed to use <u>chewing tobacco</u> or l yard?	
		Yes			
		No			
		I don't know/I'm not sure			

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Have you seen any students break that rule?

N6.

		Yes		I don't know/I'm not sure
		No		My school does not have a no- chewing tobacco or snuff rule
N7.	Have	you ever seen signs at your sch	ool tha	t say "Tobacco Use is Not Allowed"?
		Yes		
		No		
		I don't know/I'm not sure		
N8.	-	or school, are students allowed any name or picture on it?	to wea	r or use something that has a tobacco
		Yes		
		No		
		I don't know/I'm not sure		

N9.	During the <u>last year</u> (12 months), how many times have you asked someone not t smoke around you?				
		I have not been around someone smoking during the last year I was around someone smoking, but I never asked them not to smoke I asked someone not to smoke once or twice I asked someone not to smoke several times I asked someone not to smoke many times			
N10.	The la	I have never asked someone not to smoke, who was the person? I have never asked someone not to smoke around me A young person I do not know well An adult I do not know well An adult I know well A cousin Other (specify) One of my friends			
N11.	During the last year (12 months), has someone asked you not to smoke around them? I don't smoke Yes, someone asked me not to smoke No, no one asked me not to smoke				

SECTION O: COMMUNITY PROGRAMS

INS	TR	IIC	TIO	MC.

For the next set of questions we will be asking about activities that may have taken place in your community in the past year (12 months). Your <u>community</u> is the area where you live (for example, your neighborhood, town or city). When you are answering these questions, think about activities that happened <u>outside of school</u>.

01.	During the past year (12 months), have you <u>heard</u> about programs in your community to help people quit smoking (<u>outside of school</u>)?				
		Yes			
		No			
		I don't know/I'm not sure			
O2.		ng the past year (12 months), how often have you <u>participat</u> ention activities <u>outside of school</u> ?	ed in tobacco		
		Never 3 times			
		1 time 4 or more times			
		2 times			
O3.		ng the past year (12 months), have you <u>heard</u> about activitie munity to stop stores from selling cigarettes to youth?	es in your		
		Yes			
		No			
		I don't know/I'm not sure			
O4.	comm	ng the past year (12 months), have you <u>heard</u> about activities munity to stop youth from getting cigarettes from their frien abers, for example, from posters or TV and radio ads?	•		
		44			

		Yes		
		No		
		I don't know/I'm not sure		
O5.	_		•	heard about "sting" operations in your es to youth under 18 years old?
		Yes		
		No		
		I don't know/I'm not sure		
O6.	_	g the past year (12 months), ha X-4-ID if they see a young pers	•	seen signs telling adults to call 1-800- g sold cigarettes?
		Yes		
		No		
		I don't know/I'm not sure		
O7.	_	g the past year (12 months), ho <u>ool</u> about the problem of youth		h have you <u>talked</u> with others <u>outside</u> g cigarettes?
		Never		3 times
		1 time		4 or more times
		2 times		
O8.	comm	g the past year (12 months), ha unity to reduce tobacco compa art shows, or sporting events)?	•	heard about activities in your ding of community events (such as
		Yes		
		No		
		4	45	

I don't know/I'm not sure

O9.	During the past year (12 months), have you <u>heard</u> about efforts to pass that would reduce the amount of tobacco advertising on store windows sidewalks?			
		Yes		
		No		
		I don't know/I'm not sure		
O10.		g the past year (12 months), ho ool about the problem of tobac		n have you <u>talked</u> with others <u>outside</u> ertising and marketing?
		A lot		Hardly ever
		Sometimes		Never
O11.		g the past year (12 months), hate about the dangers of secondh		<u>heard</u> about activities to educate oke?
		Yes		
		No		
		I don't know/I'm not sure		
O12.		g the past year (12 months), ha nunity that encourage people to		heard about activities in your no-smoking rules for their homes and
		Yes		
		No		
		I don't know/I'm not sure		

O13.		During the past year (12 months), have you <u>heard</u> about the California law that bans smoking in restaurants and workplaces?		
		Yes		
		No		
		I don't know/I'm not sure		
O14.		g the past year (12 months), hadoor places such as the zoo, pl	•	heard about efforts to restrict smoking nds, or college campuses?
		Yes		
		No		
		I don't know/I'm not sure		
O15.		g the past year (12 months), ho l about the problem of second-		n have you <u>talked</u> to others <u>outside of</u> moke?
		A lot		Hardly ever
		Sometimes		Never
		SECTION	P: S	SKILLS
P1.	-	r best friend offered you a <u>ciga</u> would it be to say "no"?	a <u>rette</u> ar	nd you did not want it, how easy or
		Very hard		Sort of easy
		Sort of hard		Very easy

P2.

		or best friend offered you a <u>cigar</u> and you did not want it, how easy or hard d it be to say "no"?				
		Very hard		Sort o	f easy	
		Sort of hard		Very e	easy	
P3.		f someone next to you were smoking and it bothered you, how <u>easy or hard</u> yould it be to ask them to stop or move to another area?				
		Very hard		Sort o	f easy	
		Sort of hard		Very e	easy	
P4.	During the past year (12 months), in which of the following activities did you participate during your <u>free time</u> or <u>after school</u> ? (Mark <u>all</u> that apply.)					
		Clubs (like Boys Club, Girls Club, or Scouts)		Churc	h group	
		Sports (like basketball, softball, soccer, gymnastics, swimming, and others)			nunity service club (please describe)	
		Music, dance, or theater		None of these		
		Arts and crafts				
Q1.		SECTION Q: school do you attend? (If you ame of your school next to "Company of your school ne	r schoo	l is not	listed below, please write in	
		Abraham Lincoln High	,		El Dorado High	
		Alhambra High			Enterprise High	
		Alisal High			Foothill High	
		Aliso Niguel High			Fowler High	
		Anderson High			Fullerton High	
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	Ayala High		Galt High
	ampolindo High		Hayward High
	Carmel High		Hillsdale High
	Central High - East Campus		Irvine High
	Central Valley High		Jefferson High
	Chaffey High		Katella High
	Clear Lake High		Kennedy (John F.) High
	Coleville High		King City High
	Concord High		Laguna Creek High
	Crenshaw High		Lassen High
	De Anza Senior High		Lee Vining High
	Del Campo High		Lindhurst High
	Dublin High		Lower Lake High
	El Camino High		Luther Burbank High
	(Continued on next	t page.)	
	El Camino Real Senior High		Mammoth High
	Manual Arts Senior High		San Diego Senior High
	Marysville High		San Gabriel High
	McAteer (J. Eugene) High		Sanger High
	McLane High		Santa Teresa High
	Mills High		Seaside High
	Milpitas High		Selma High
	Mountain View High		Shasta High
	Natomas High		Silver Valley High

Oak Grove High	Swett High
Oceanside High	Terra Nova High
O'Connell (John A.) High	Tranquillity High
Pacific High	University High
Paramount High	Upland High
Piedmont High	West Valley High
Pinole Valley High	Westmont High
Point Loma Senior High	Westmoor High
Poway High	Westwood Jr/Sr High School
Prospect High	Wheatland Union High
Quincy Junior-Senior High	Ygnacio Valley High
Rio Linda High	Yucca Valley High
Other (please write name)	

THANK YOU